

Attorney's Docket No.: 06543-008002

**OFFICIAL COMMUNICATION**  
**FACSIMILE**  
**FOR THE PERSONAL ATTENTION OF:**  
**MS. PAULA SMITH, SPECIAL HANDLING**

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**Number of pages including this page** 20

Applicant : Payne et al.

Patent No.: 5,909,492

Serial No. : 08/878,396

Title : NETWORK SALES SYSTEM

FACSIMILE COMMUNICATION

Filed : June 18, 1997

Issue Date : June 1, 1999

Commissioner for Patents  
Washington, D.C. 20231

**Attention: Ms. Paula Smith, Special Handling**

**TRANSMITTAL OF OFFICIAL RECORDS**

In response to a telephone request from Ms. Paula Smith of the Patent and Trademark Office, the undersigned encloses herewith a copy of Paper #5 from the undersigned's official records of this patent application (a Response filed October 13, 1998).

The undersigned hereby declares that the papers enclosed herewith constitute, to the best of his knowledge, the undersigned's records of this patent application insofar as it concerns the Patent and Trademark Office. This statement is made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: July 6, 2001

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PATENT  
ATTORNEY DOCKET NO. 06543/008002

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Andrew C. Payne et al.  
Serial No.: 08/878,396  
Filed : June 18, 1997  
Title : NETWORK SALES SYSTEM

Art Unit: 2414  
Examiner: D. Gregory

Assistant Commissioner for Patents  
Washington, DC 20231

RESPONSE

In response to the Examiner's action dated July 6, 1998, please amend the claims, as follows:

1. (Twice amended) A network-based sales system, comprising:

a merchant database comprising a plurality of digital advertisements and a plurality of respective product fulfillment items;

at least one creation computer for creating said merchant database; and

at least one merchant computer for causing said digital advertisements to be transmitted to a user and for causing advertised products to be transmitted to said user;

said creation computer, [and] said merchant computer, and a payment computer being interconnected by a public packet switched computer network;

said creation computer being programmed to create said merchant database, and to transmit said digital advertisements

Date of Deposit October 6, 1998  
I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

R. Lynn Leesle  
Kathy N. Leesle